COMMUNICATION
CAREER OVERVIEW FOR STUDENTS

The Bachelor of Science degree in Communication combines advanced education in the theory and practice of spoken, written and technology-mediated communication with focused study in one of the three communication sub-disciplines - Technical Communication; Health Communication; Media, Rhetoric & Culture – and instruction in an RIT professional or technical program related to the selected communication sub-discipline.

Curriculum for Communication:  
www.rit.edu/programs/communication

Degree(s) Awarded  
Bachelor of Science Degree

Enrollment  
Approximately 50 students are enrolled in the Communication program.

Cooperative Education Component  
Students are required to complete a one-semester work assignment.

Co-op students are able to work up to 6 months.

Salary Information - Avg/Range  
Co-op: $10.17  $7.00 - $15.00  
BS: $30,000 $21,000 - $35,000

Equipment & Facilities  
Exposure to technical labs, studios in core areas. IBM and Macintosh packages. Students also have access to labs across campus and, hence, have the same first-rate computing facilities (including software) available to them as do all RIT students.

Student Skills & Capabilities  
All students at the end of their Second year have completed a basic sequence in spoken, written, and visual communication.

At the end of their Third year all students are capable of conducting scientific and applied research, are polished writers and speakers, and are capable of writing reports, manuals, newsletters, and instructions. Students are also ready to assist in communication training programs focusing on leadership, presentations, problem solving, analytical discussions, and media relations.
**Nature of Work**
Communicating through the written word, writers and editors generally fall into one of three categories. **Writers and authors** develop original fiction and nonfiction for books, magazines, trade journals, online publications, company newsletters, radio and television broadcasts, motion pictures, and advertisements. **Editors** examine proposals and select material for publication or broadcast. They review and revise a writer’s work for publication or dissemination. **Technical writers** develop technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. They also may assist in layout work. *(Source: U.S. Bureau of Labor Statistics O.O.H.)*

**Training/Qualifications**
A college degree generally is required for a position as a writer or editor. Although some employers look for a broad liberal arts background, most prefer to hire people with degrees in communications. Increasingly, technical writing requires a degree in, or some knowledge about, a specialized field—for example, engineering, business, or one of the sciences. College newspapers, literary magazines, community newspapers, and radio and television stations all provide valuable, but sometimes unpaid, practical writing experience. Many magazines, newspapers, and broadcast stations have internships for students. Interns write short pieces, conduct research and interviews, and learn about the publishing or broadcasting business. *(Source: U.S. Bureau of Labor Statistics O.O.H.)*

**Job Outlook**
Writers and editors held about 127,200 jobs in 2010. About one-half of the salaried jobs for writers and editors were in the information sector, which includes newspaper, periodical, book, and directory publishers; radio and television broadcasting; software publishers; motion picture and sound-recording industries; Internet service providers, Web search portals, and data-processing services; and Internet publishing and broadcasting. Substantial numbers also worked in advertising and related services, computer systems design and related services, and public and private educational services. Opportunities should be best for technical writers and those with training in a specialized field. *(Source: U.S. Bureau of Labor Statistics O.O.H.)*

**Job Titles**
Technical Writers, Proofread Editors, Market Research Associate, Copywriters, Communication Trainer, Research and Writing, Communications Coordinator, Media Relations Assistant and Web Updating, Newsletter Editor

**Significant Points**
- Although employment is projected to increase faster than average, keen competition is expected for entry-level jobs.
- The ability to communicate effectively is essential. *(Source: U.S. Bureau of Labor Statistics O.O.H.)*

**Selected Employers of RIT Communication Co-op and Graduating Students**
Bausch & Lomb, Chrysler, City of New York Parks & Recreation, Dean Witter Reynolds, Grant Office LLC, IDX Corporation, J Walter Thompson, Monroe County, Presidential Classroom, Navistream Corp, NY State Assembly, RIT, Ruder Finn, United Way, USA Today, Walt Disney World, WCMF Radio, Whittle Communications, Xerox

**Contact Us**
We appreciate your interest in your career and we will make every effort to help you succeed. Feel free to contact Sharitta Gross, the career services coordinator who works with the Communication program. You can access information about services through our web site at [www.rit.edu/co-op/careers](http://www.rit.edu/co-op/careers).

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*Unless otherwise noted, information is based upon data collected by RIT Office of Career Services and Cooperative Education*